

BE THE FUTURE

A Social Enterprise Challenge



**PETER JONES
FOUNDATION**



Illustration by Lauren R

What is a Social Enterprise?



Social enterprises develop products or services that address social or environmental issues

Creativity

Problem
solving

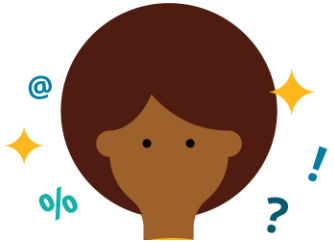
Resilience

Communication

What skills do you need to be a successful social entrepreneur?

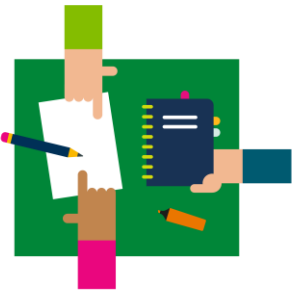


What is *Be The Future*?



Is there a problem
you want to solve?

What world do
you want to live in?



Can your creative ideas
make a positive impact?

Be The Future gives
you the opportunity to:

demonstrate your social
enterprise skills

share your creative ideas

make a positive impact!

What's the challenge?



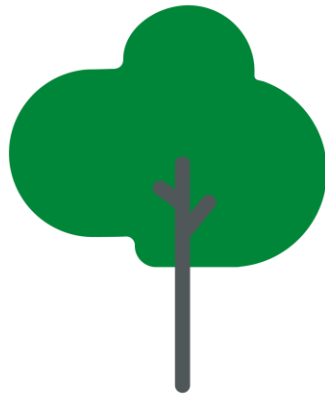
*...an exciting and realistic idea
for a social enterprise
in response to a local, regional,
national or global issue...*



Making a positive impact



Think about how your idea makes an impact



Your idea will need to link to at least one of the UN Sustainable Development Goals.



Who can enter *Be The Future?*



The challenge is open to anyone at primary school, secondary school, in sixth form or at college.

Learners from Key Stage 1 to Key Stage 5.

You can work on your own or as part of a team.

Anyone can be a social entrepreneur!

You don't need to be studying Business or Enterprise. All you need is creative thinking and an interest in building a better future.

You will need to ask a teacher from a school or college to submit your entry for you.



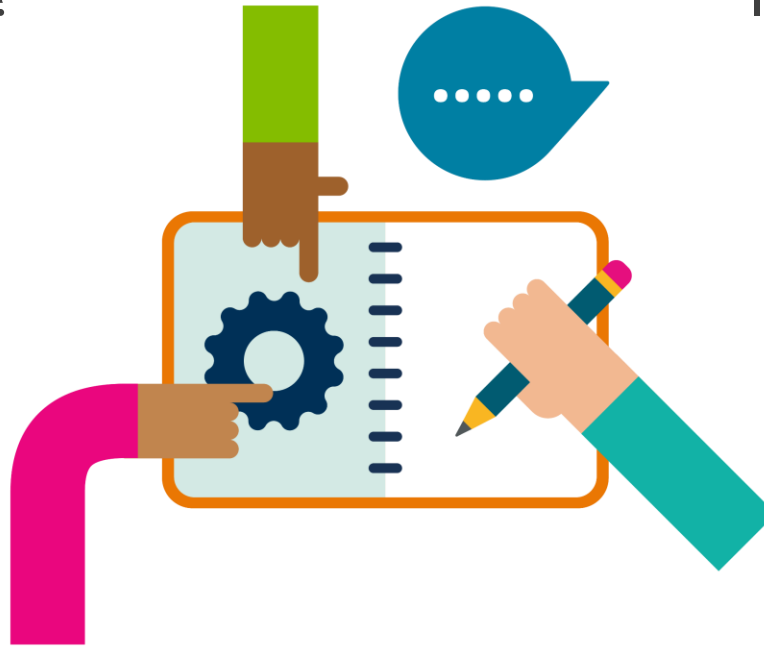
How to create your idea



Will you work on your own
or as part of a team?

What problem do
you want to solve?

What do you want
to improve?



Does your idea have a
local, regional, national
or global impact?

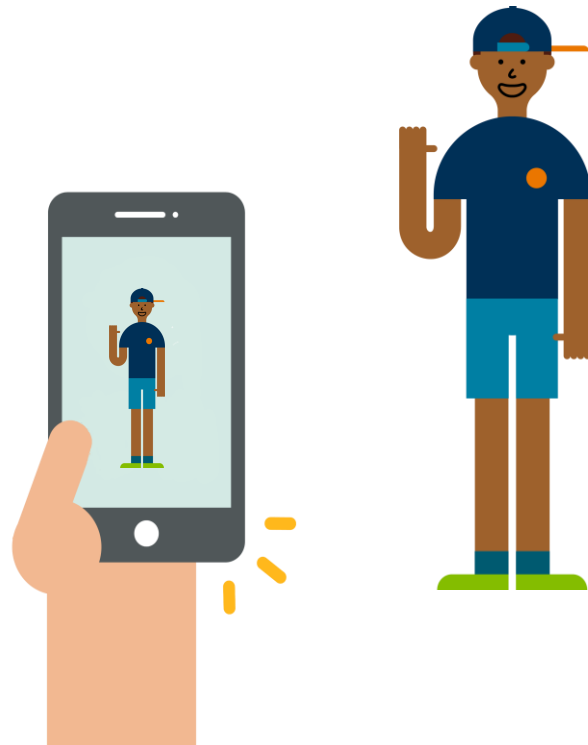
How will your product
or service work?

How will your
idea help?

How to enter *Be The Future*



Send your ideas to the *Be The Future* Challenge judges.



Download and complete the activity sheet, available on the Pearson website.

You can also record your ideas and send us a video pitch.



You will need to ask a teacher from a school or college to enter the Submission Form.



What is the prize?



Entries will be judged by social entrepreneurs and BTEC Ambassadors.

Top entries will win an opportunity to meet leading social entrepreneurs in a virtual enterprise workshop hosted by the Peter Jones Foundation.

There will be separate workshops for the different Key Stage categories.

Be The Future

Social Enterprise Challenge

Be creative

Be positive

Be The Future!

